

## **CONNECT WITH US**

# How the City Communicates...

The City of Santee uses both traditional and nontraditional communication tools to reach residents, business owners, developers, and others. The City relies on these parties to **seek out the tools they prefer** to receive City information on events, news, programs, and more. Please peruse and use the list of tools the City employs to find a platform you prefer where you can find information you need.

## **Digital Communications**

- www.CityofSanteeCA.gov: City's website updated with information for each department & division
- SanteeTV: The City's award-winning PEG channel which airs 24/7 on COX channel 117, AT&T channel 99, & the City's website.
- Lobby TVs: Digital ads displayed at City Hall

### **Advertising and Public Relations**

- Print Ads
- News Release
- Partner Outreach (Santee Elementary Peach Jar & Grossmont High School Districts, East County Chamber of Commerce, Santee Chamber of Commerce, East County Economic Development Council, Padre Dam, Santee Branch Library and Waste Management)

#### **Print Publications**

- Recreation Brochure: Seasonal Recreation guide with a list of activities & programs
- The Santee Magazine: The Santee Chamber of Commerce quarterly magazine
- Flyers: Located in City Hall lobbies, City facilities and local businesses
- Kiosks: Located in Santee parks

## **Social Media**

- Facebook
  - General City | @CityofSantee
  - Special Events | @CityofSanteeSpecialEvents
  - Fire Department | @SanteeFire
  - Brews & Bites |@SanteeTwilightBrewsandBitesFestival

#### Instagram

- o General City | @CityofSantee
- Fire Department | @SanteeFire

#### Twitter

- o General City | @CityofSantee
- o Santee Sheriff's Station\* | @SDSOSantee
- Nextdoor
- LinkedIn
- YouTube
  - General City | <u>@CityofSanteeOfficial</u>
  - Fire Department | @SanteeFireDeptmentCA

#### **eNewsletters**

- ActiveNet: Park & Recreation updates and Recreation Guide and Brochure
- Do More ➤ Download: Quarterly eNewsletter about all things Santee

## **Signage and Outdoor**

- Event Banners
- Light-pole Banners/Flags
- Street Banners

## **In-Person**

- Meetings: City Council, SPARC, COMPOC, and MOHO meetings can be attended in-person or streamed on SanteeTV and Facebook live
- Outreach Booths: Community and City Events

\*run by the Station, not the City

## Stay connected!

Sign up for our e-notifications or follow us on Social Media!